

Acknowledgements

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Executive Summary

The information contained in this summary highlights findings from a survey of residents living in the state of Colorado as part of the project entitled "America's Wildlife Values: Understanding Trends in Public Values toward Wildlife as a Key to Meeting Current and Future Wildlife Management Challenges." This multi-state project sought to explore the values, attitudes, and beliefs of residents across the U.S. in relation to fish and wildlife management. Such information can help agency decision-makers to understand more about the public's interest in fish and wildlife-related issues and their perspectives on management of the state's fish and wildlife.

Findings from this report include:

- In total, Colorado received 653 responses to the survey. Of those responses, 295 were from mail surveys (13.6% response rate) and 358 were from web-based panels.
- The breakdown of wildlife value orientations in your state is as follows¹.

Traditionalist: 28%
Mutualist: 35%
Pluralist: 23%
Distanced: 14%

- Nearly 71% of respondents reported feeling that they share many of the same values as your state fish and wildlife agency regarding the management of fish and wildlife.
- Survey respondents held the following beliefs about funding for your state fish and wildlife management agency:
 - o 19% view current funding as primarily coming from hunting and fishing license sales.
 - 15% of respondents believed this should be the funding model used in the future.
 - o 75% view current funding as coming from a mix of hunting and fishing license sales & public tax dollars.
 - 80% of respondents believed this should be the funding model used in the future.
 - o 5% view current funding as primarily coming from public tax dollars.
 - 5% of respondents believe this should be the funding model used in the future.
- A majority of respondents (70%) expressed trust in your agency to do what is right for fish and wildlife in the state.

Additional information on each of these findings and more can be found within this report. Detailed frequencies for each survey item by wildlife value orientations and by participation in hunting and fishing during the 12 months prior to respondents taking the survey are also included in the report. Information about the comparison of your state to other states and information about trends in your state can be found separately in the *Multistate Report on Wildlife Values in America*, to be available September, 2018.

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¹ For definitions of these terms, see page 1 of this report.

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Wildlife Value Orientations

Wildlife value orientations (WVO) represent the different overarching themes in a person's patterns of thought about wildlife, and can be used to identify different "types" of people (Bright et al., 2000). Characterizing segments of the public in this manner allows for a better understanding of the diversity of publics that exist as well as anticipation of how different groups of people will respond to proposed management strategies and programs.

These orientation types are calculated based on responses to a variety of survey items that represent four belief dimensions: (1) social affiliation and (2) caring, which form the mutualism orientation, and (3) hunting and (4) use of wildlife, which form the domination orientation. Means for all items within the mutualist and domination orientation are computed and respondents are segmented into one of four value orientation types by comparing their scores on domination and mutualism simultaneously (high scores were defined as ≥ 4.50 whereas low was defined by a score of < 4.50). For more information on the calculation of wildlife value orientations, see Teel & Manfredo (2009).

When applied to people as a classification,

Traditionalists:

- Score high on the domination orientation and low on the mutualism orientation
- Believe wildlife should be used and managed for human benefit

Mutualists:

- Score high on the mutualism orientation and low on the domination orientation
- Believe wildlife are part of our social network and that we should live in harmony

Pluralists:

- Score high on both the domination and mutualism orientations
- Prioritize these values differently depending on the specific context

Distanced individuals:

- Score low on both the domination and mutualism orientations
- Often believe that wildlife-related issues are less salient to them

Below is a detailed account of wildlife value orientation types in your state using our measurements (available in Appendix B to this report). Throughout this report, responses to additional items such as attitudes, trust, and participation in wildlife-related recreation will be explored by your state's current wildlife value orientation types to give you a feel for how these value types differ in their views on fish and wildlife management.²

We also measured respondents' views on three additional scales: 1) social values including whether they hold materialist (i.e., financial security) or post-material (i.e. social affiliation) values; 2) the extent to which they anthropomorphized animals (i.e., attributed human traits to animals); and 3) the degree to which they perceived other people in their state as ascribing to a strict set of social norms (i.e., respect of socially agreed-upon practices). These data will be explored across states in relation to wildlife value orientations in our Multistate Report.

Figure 1: Wildlife value orientations in your state

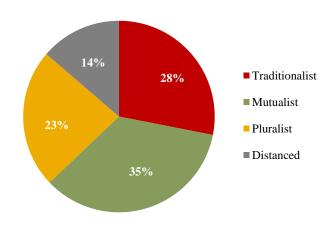


Figure 2: Percent of each wildlife value orientation type who are current hunters/anglers

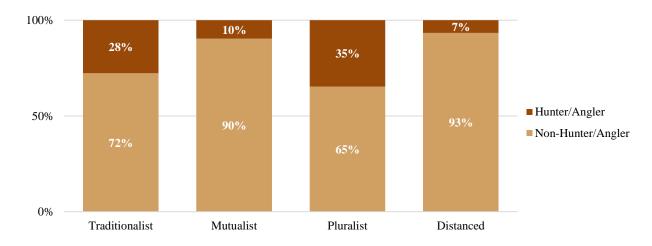


Figure 3: Wildlife value orientations by gender

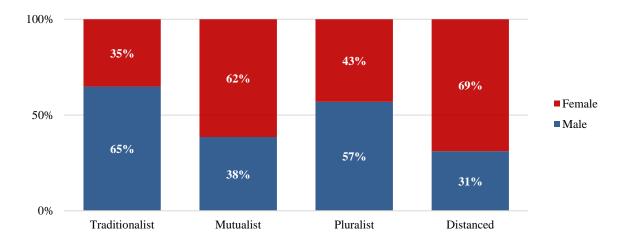


Figure 4: Wildlife value orientations by age groups

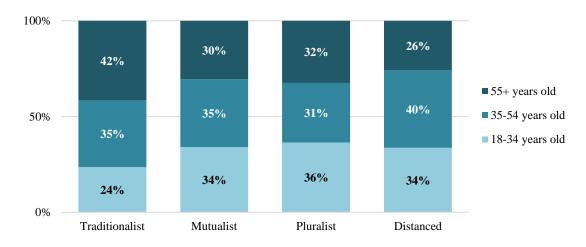


Figure 5: Wildlife value orientations by income groups

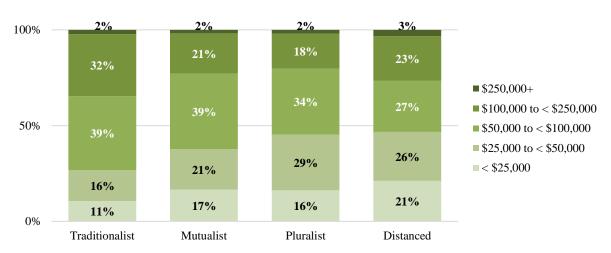


Figure 6: Wildlife value orientations by education

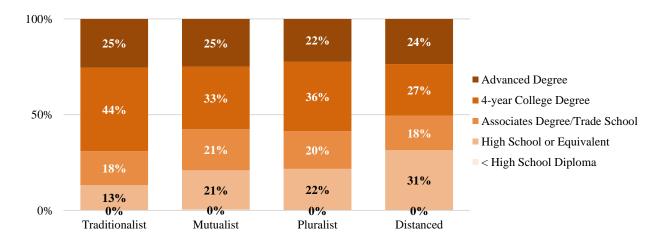
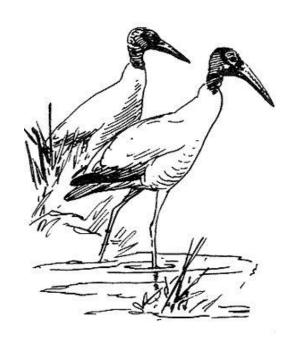


Figure 7: Percent of individuals by group who believed they shared values with agency

71%
64%
67%
66%

Sow
All Respondents
Wildlife Value Orientation Type
Non-Hunter/Angler Hunter/Angler

Traditionalist
Mutualist
Pluralist
Distanced



Fish and Wildlife-related Recreation

Having up-to-date information about fish and wildlife-related recreation is vitally important for wildlife management professionals to understand the interests of the public in their states. On this survey, we asked residents from your state to indicate whether they had ever participated in hunting, fishing, and wildlife viewing and if they had participated in these same activities during the past year. Additionally, we asked residents if they had any interest in participating in these activities in the future. Responses to these questions are provided below.

100% 84% 74% 64% 52% ■ Fishing 50% ■ Hunting 31% 28% 25% ■ Wildlife Viewing 19% 5% 0% Past Participation **Current Participation** Future Interest

Figure 8: Participation and interest in wildlife-related recreation



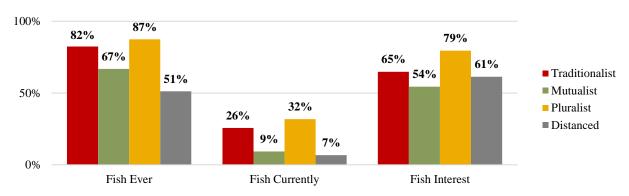


Figure 10: Hunting participation and future interest by wildlife value orientation

100% **■** Traditionalist 51% ■ Mutualist 43% 50% 40% 37% Pluralist 24% ■ Distanced 11% 12% 11% 9% 8% 1% 0% 0% Hunt Ever **Hunt Currently Hunt Interest**

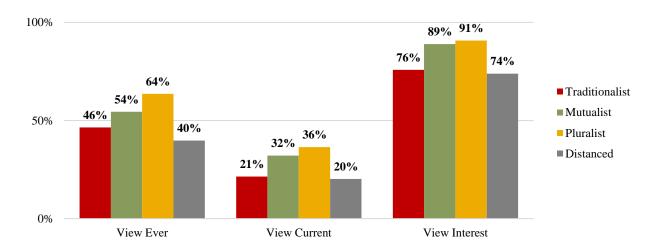


Figure 11: Wildlife viewing participation and future interest by wildlife value orientation

Recruitment and Reactivation

Many state fish and wildlife agencies are interested in recruiting more people to participate in fish and wildlife-related recreation and reactivating those who are not current participants but have participated in such activities in the past. Below are the percent of respondents from these two categories who have expressed interest in future participation in wildlife-related recreation.

Fishing

64% of respondents are interested in **fishing** in the future. Of those,

- 28% participated in fishing sometime during the 12 months prior to taking the survey.
- 56% fished in the past, but not during the 12 months prior to the survey.
- 16% have never fished before.

Hunting

31% of respondents are interested in **hunting** in the future. Of those,

- 15% participated in hunting sometime during the 12 months prior to taking the survey.
- 34% hunted in the past, but not during the 12 months prior to the survey.
- 51% have never hunted before.

Wildlife Viewing:

84% of respondents are interested in wildlife viewing in the future. Of those,

- 34% participated in wildlife viewing sometime during the 12 months prior to taking the survey.
- 29% participated in wildlife viewing in the past, but not during the 12 months prior to the survey.
- 37% have never participated in wildlife viewing before.

Issue-Specific Attitudes

Respondents' attitudes towards different management issues were also measured in this survey. For each statement, respondents were asked to rate their agreement from *strongly disagree* to *strongly agree*. Below are charts indicating agreement to each of these statements by wildlife value orientation type and participation in hunting/angling. Detailed frequencies for this data can be found at the end of this report.

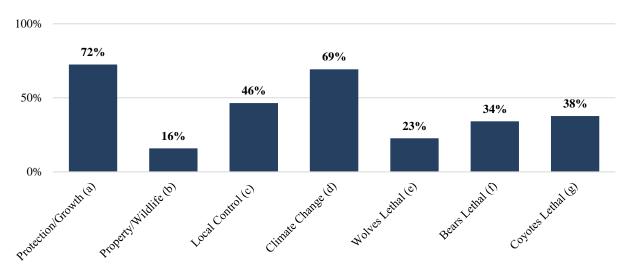


Figure 12: Agreement with statements about fish and wildlife management

Statement Texts:

- a. Protection/growth: We should strive for a society that emphasizes environmental protection over economic growth.
- $b.\ Property/wild life:\ Private\ property\ rights\ are\ more\ important\ than\ protecting\ declining\ or\ endangered\ fish\ and\ wild life.$
- c. Local control: Local communities should have more control over the management of fish and wildlife.
- d. Climate change: The earth is getting warmer mostly because of human activity such as burning fossil fuels.
- e. Lethal control wolves: Wolves that kill livestock should be lethally removed.
- f. Lethal control bears: If a black bear attacks a person, that bear should be lethally removed regardless of the circumstances.
- g. Lethal control coyotes: Coyotes that kill pets in residential areas should be lethally removed.

Property/Wildlife (b)

Protection/Growth (a)

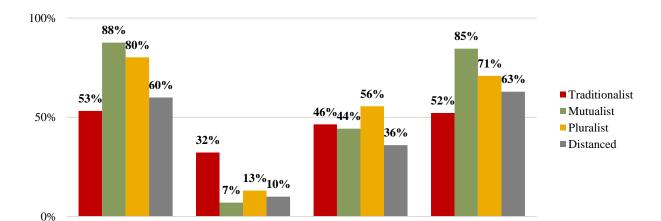


Figure 13: Agreement with statements about management by wildlife value orientation

Local Control (c)

Climate Change (d)

Figure 14: Agreement with statements about management by participation in hunting/angling

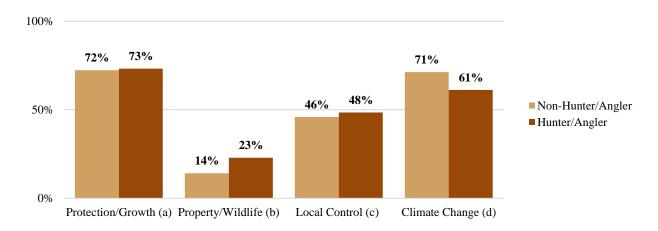


Figure 15: Agreement with statements about lethal removal by wildlife value orientation

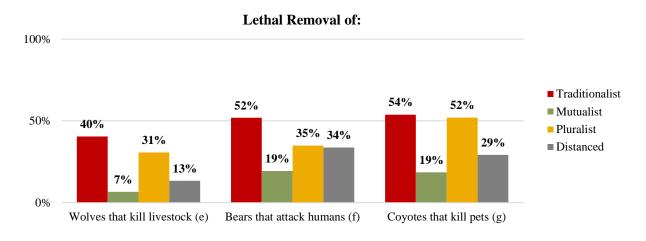
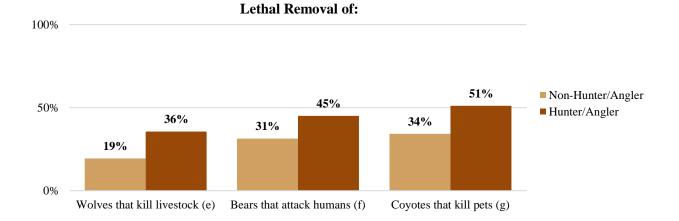


Figure 16: Agreement with statements about lethal removal by participation in hunting/angling



Funding for Fish and Wildlife Management

Respondents also provided their views on how fish and wildlife management is currently funded, and how management should be funded in the future on a 7-point scale ranging from entirely funded by hunting and fishing license fees (license fees) to equally funded by license fees and public tax funds (public taxes) to entirely funded by public taxes. We provide a 3-category reduced summary of how each item was answered by respondents with different wildlife value orientations and by hunting and angling participation so that "mostly" represents the 2 points on either tail of the 7-point scale, and the middle point represents the 3 middle response options.

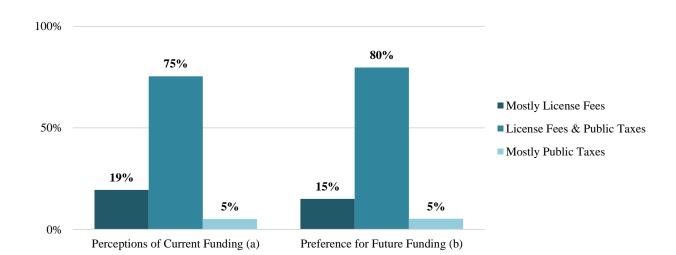
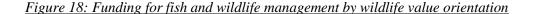


Figure 17: Current and future funding for fish and wildlife management



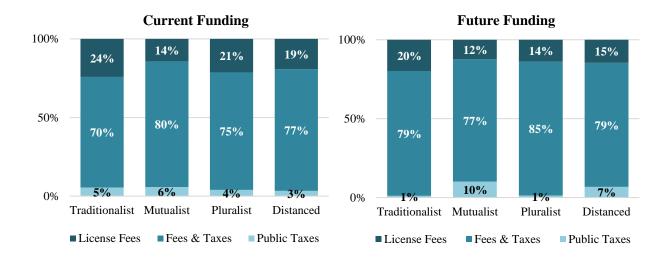
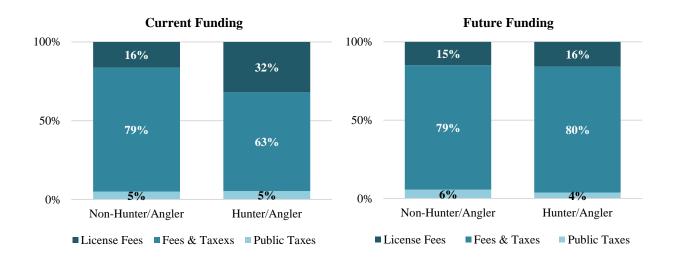


Figure 19: Funding for fish and wildlife management by participation in hunting/angling



Public Trust

Public trust in government is an important indicator for understanding public perceptions. In the United States, trust at all levels of government has been declining since the 1960s, which may be indicative of broad changes in how people view government and governing agencies (Chanley et al., 2000). We asked residents from your state to rate their trust in the federal government to do what is right for your country, state government to do what is right for your state, and state fish and wildlife agency to do what is right for fish and wildlife management in your state on a scale ranging from "almost never" to "almost always." The figures below indicate the percentage of respondents who expressed trust in these governing bodies "most" or "all" of the time.

Figure 20: Trust in federal and state government and state fish and wildlife agency

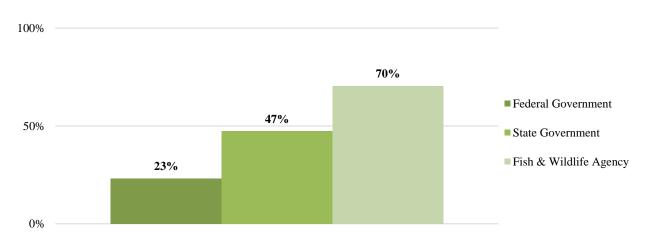


Figure 21: Trust in government by wildlife value orientation type

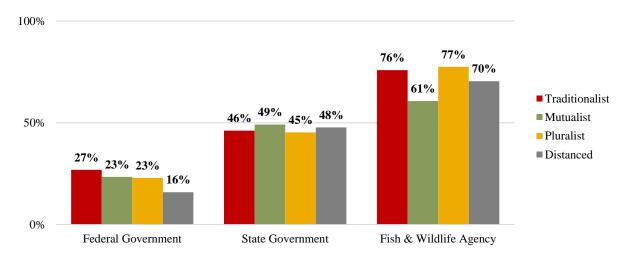
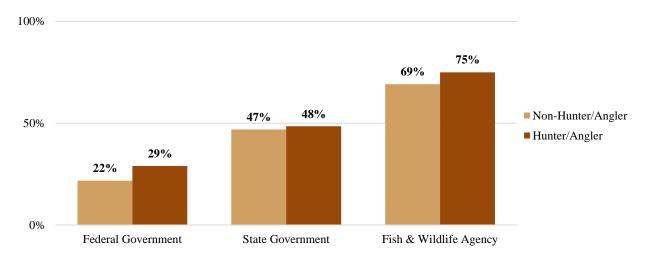


Figure 22: Trust in government by participation in hunting/angling



Support for Hunting as a Source of Local, Organic Meat

Residents were given the following prompt: "Recently, there has been increased attention to the idea that hunting can provide a good way for people to obtain antibiotic-free, organic meat from a local source. We'd like to know if this idea is at all related to your current views about hunting and participation in the activity." Responses to the prompt are presented below for all residents, by wildlife value orientation, and by hunter/angler participation.

Figure 23: Support for hunting as a source of local, organic meat

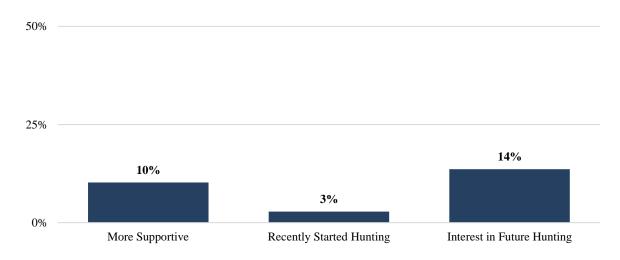


Figure 24: Support for hunting as a source of local, organic meat by wildlife value orientation

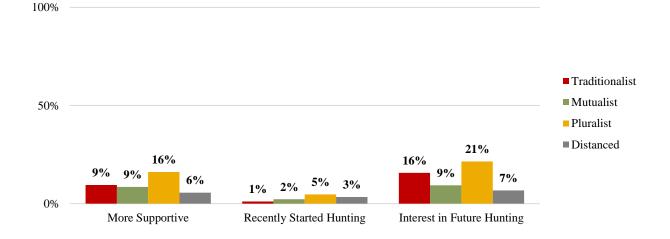
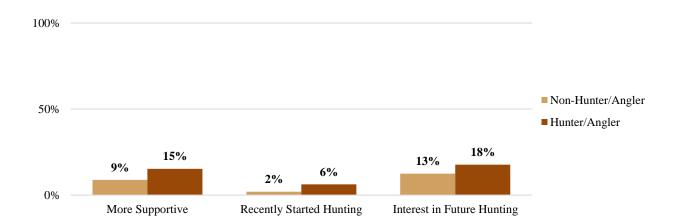


Figure 25: Support for hunting as a source of local, organic meat by hunting/fishing participation

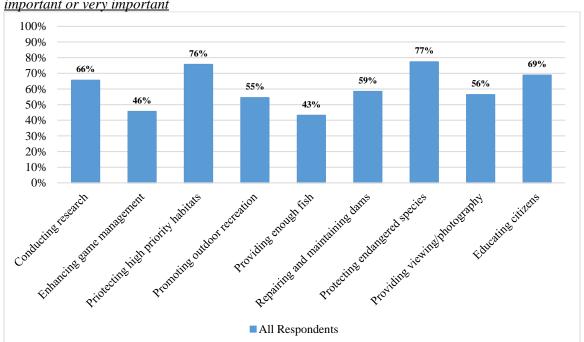


Importance of Colorado Parks and Wildlife Activities

Given limited funds, state fish and wildlife agencies face difficult decisions about what should receive priority. Respondents in Colorado were asked to indicate, on a 7-point scale, how important they felt it was that CPW focus on each of nine fish, wildlife, and recreation activities. The tables below each present the extent to which respondents felt each activity was moderately or very important (high importance), slightly important, unimportant, or neither (medium importance), or moderately or very unimportant (low importance). Each graph provides results for all study respondents from Colorado as well as allows for comparisons between (a) Non-Hunters and Anglers vs Hunters and Anglers and (b) Pluralists vs Traditionalists vs Mutualists vs Distanced wildlife value orientation groups.

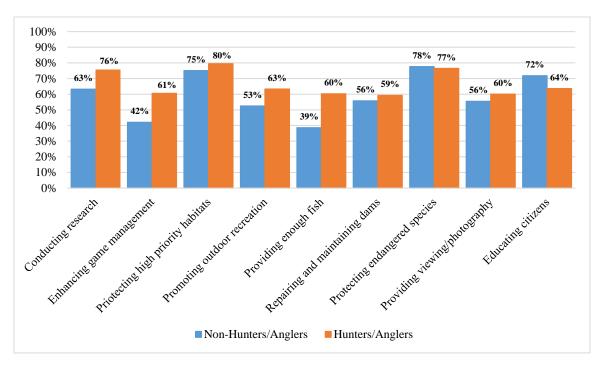
The specific text for the survey statements for the following three graphs were:

- A. Conducting research to improve management of fish and wildlife populations in Colorado.
- B. Enhancing management of game species (hunted species such as mule deer, elk, pheasants, ducks, etc.).
- C. Protecting high priority habitats to support many different types of fish and wildlife populations.
- D. Promoting outdoor recreational opportunities in Colorado.
- E. Providing enough fish to allow for good fishing opportunities.
- F. Repairing and maintaining dams that create lakes for fishing, boating, and camping.
- G. Protecting and enhancing fish and wildlife that are currently at risk of becoming endangered.
- H. Providing opportunities to view and photograph wildlife.
- I. Educating citizens about fish and wildlife and their habitat needs.

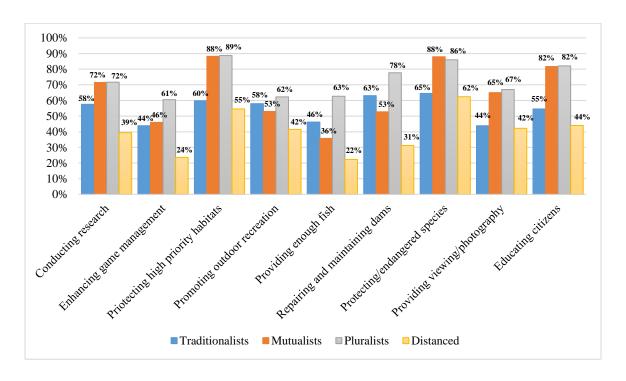


<u>Figure 26: Percent of Colorado respondents who rated each of the CPW activities as moderately important or very important</u>

Figure 27: Percent of Colorado respondents who rated each of the CPW activities as moderately important or very important by participation in hunting/angling



<u>Figure 28: Percent of Colorado respondents who rated each of the CPW activities as moderately important or very important by wildlife value orientation</u>



Respondents were also asked to rank the three most important CPW activities to them, of the nine presented in this section. Results of this ranking are reported using the Relative Importance statistic, or RI_j statistic (Leuschner, Gregoire, & Buhyoff 1988). This statistic is appropriate to use when the number of ranks, in this case three, is less than the number of items to be ranked, in this case nine. It is more accurate and easily interpretable than mean rank in such a situation. RI_j is interpreted as the percent of all ranking weights assigned to a particular item and allows for comparison of the strength of the rankings across all items. For example, an $RI_j = 20$ for a particular item means that 20% of all weights were assigned to that item, and that the item was ranked twice as high as another item with an $RI_j = 10$. The RI_j statistic for an individual item ranges from 00.00 to 100.00 and the sum of all RI_j statistics for all items equals 100.00.

Figure 29: Relative Importance (RI_i) of CPW activities for all Colorado respondents

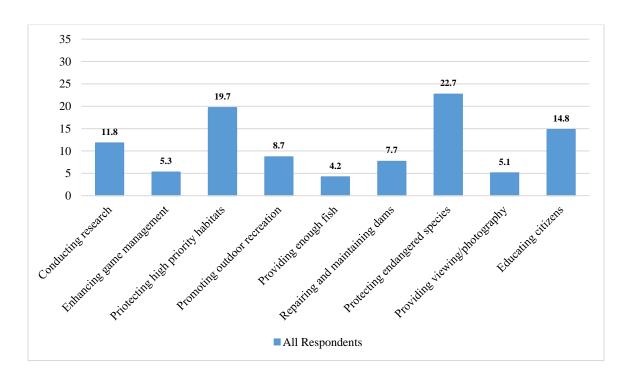


Figure 30: Relative Importance (RI_j) of CPW activities for all Colorado respondents by participation in hunting/angling

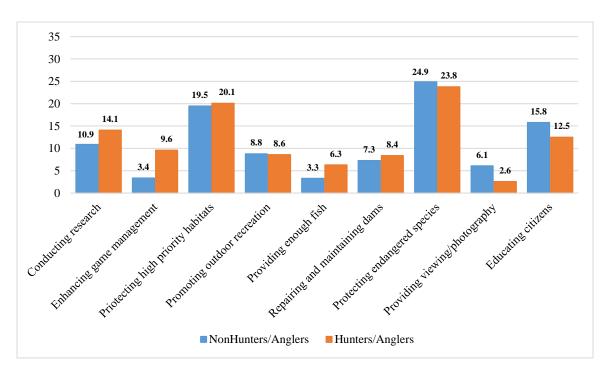
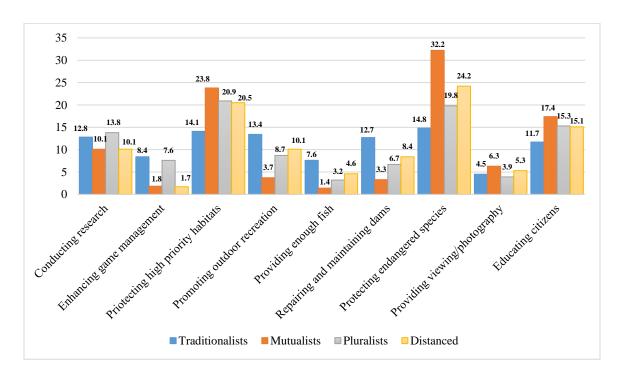


Figure 31: Relative Importance (RI_j) of CPW activities for all Colorado respondents by wildlife value <u>orientation</u>



Respondents were also asked the extent to which they supported several sources of permanent funds in Colorado for fish and wildlife conservation and/or outdoor recreation opportunities on a 4-point scale from "do not support" to "strongly support". The figures below each present the extent to which respondents moderately supported or strongly supported each potential permanent source of funding. Each graph provides results for all study respondents from Colorado as well as allows for comparisons between (a) Non-Hunters and Anglers vs Hunters and Anglers and (b) Traditionalists vs Mutualists vs Pluralists vs Distanced wildlife value orientation groups.

The specific text for the survey statements for the following three graphs were:

- A. Fees on users other than hunters and anglers (e.g., access fees for state wildlife areas).
- B. Set aside a portion of the state's general fund annually
- C. Set aside a portion of energy extraction fees.
- D. Set aside a portion of sales tax on outdoor equipment (e.g., hiking boots, tents, etc.).
- E. Increase motor vehicle excise tax by one-half of one percent.
- F. Add a surcharge to tourist visitation in Colorado (e.g., car rental or hotel stay).
- G. Increase state sales taxes by one-eighth of one percent.
- H. A real estate transfer tax (percentage of each real estate transaction goes into a fund).

<u>Figure 32: Percent of Colorado respondents who moderately or strongly supported each source of permanent funds in Colorado for fish and wildlife conservation and/or outdoor recreation opportunities</u>

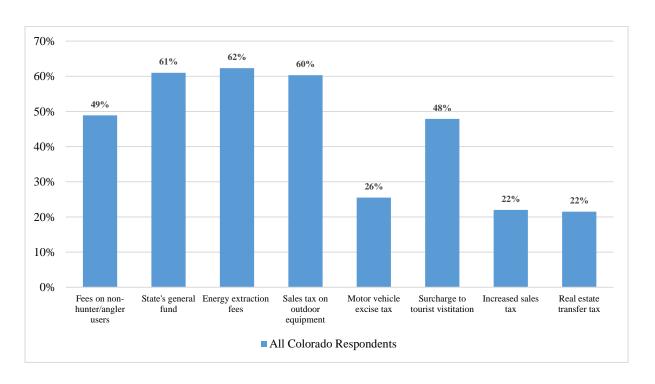
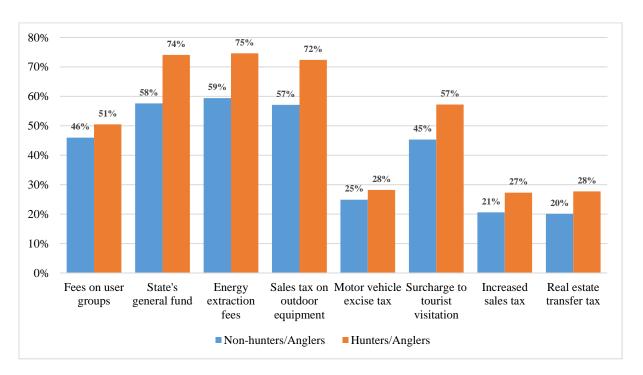
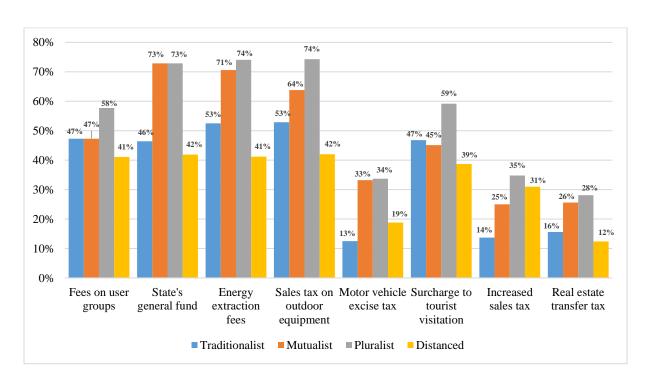


Figure 33: Percent of Colorado respondents who moderately or strongly supported each source of permanent funds in Colorado for fish and wildlife conservation and/or outdoor recreation opportunities by participation in hunting/angling



<u>Figure 34: Percent of Colorado respondents who moderately or strongly supported each source of permanent funds in Colorado for fish and wildlife conservation and/or outdoor recreation opportunities by wildlife value orientation</u>



Descriptive Tables for Items by WVO and Hunting/Angling Participation

The information contained in the following tables below provides a more detailed look at the findings in the figures above. Responses to each item are provided below, and a copy of the survey instrument used to measure each of these items is available in Appendix B.

<u>Table 1:</u> Percent of respondents who believed that they shared similar values to their state fish and wildlife agency

	Strongly Disagree	Slightly Disagree	Neither	Slightly Agree	Strongly Agree
All Respondents	1.7%	6.7%	21.0%	43.6%	27.0%
Non-Hunters/Anglers	2.1%	7.3%	24.5%	44.5%	21.6%
Hunters/Anglers	0.0%	4.6%	6.9%	39.7%	48.9%
Traditionalists	1.6%	3.8%	20.8%	46.4%	27.3%
Mutualists	2.2%	12.9%	21.0%	42.4%	21.4%
Pluralists	0.7%	2.6%	17.6%	37.9%	41.2%
Distanced	2.2%	4.4%	25.6%	52.2%	15.6%

<u>Table 2:</u> Percent of respondents who believed that we should strive for a society that emphasizes environmental protection over economic growth

	Strongly Disagree	Slightly Disagree	Neither	Slightly Agree	Strongly Agree
All Respondents	4.5%	8.1%	15.0%	31.8%	40.7%
Non-Hunters/Anglers	4.4%	7.5%	15.7%	30.5%	41.8%
Hunters/Anglers	4.6%	9.9%	12.2%	36.6%	36.6%
Traditionalists	10.4%	16.9%	19.1%	34.4%	19.1%
Mutualists	0.9%	3.1%	8.4%	28.6%	59.0%
Pluralists	2.6%	5.9%	11.2%	33.6%	46.7%
Distanced	5.6%	5.6%	29.2%	31.5%	28.1%

<u>Table 3:</u> Percent of respondents who believed that private property rights are more important than protecting declining or endangered fish and wildlife

	Strongly Disagree	Slightly Disagree	Neither	Slightly Agree	Strongly Agree
All Respondents	32.7%	35.8%	15.5%	11.5%	4.3%
Non-Hunters/Anglers	34.0%	35.2%	16.6%	9.9%	4.2%
Hunters/Anglers	27.5%	38.2%	11.5%	17.6%	5.3%
Traditionalists	16.9%	35.0%	15.8%	21.3%	10.9%
Mutualists	54.6%	31.3%	7.0%	6.6%	0.4%
Pluralists	30.1%	37.3%	19.6%	9.8%	3.3%
Distanced	14.3%	46.2%	29.7%	7.7%	2.2%

<u>Table 4:</u> Percent of respondents who believed that local communities should have more control over the management of fish and wildlife

	Strongly Disagree	Slightly Disagree	Neither	Slightly Agree	Strongly Agree
All Respondents	5.8%	14.7%	33.1%	34.1%	12.4%
Non-Hunters/Anglers	5.4%	14.6%	34.1%	35.4%	10.5%
Hunters/Anglers	7.6%	15.2%	28.8%	28.8%	19.7%
Traditionalists	7.0%	13.5%	33.0%	31.9%	14.6%
Mutualists	6.6%	16.7%	32.6%	33.9%	10.1%
Pluralists	2.6%	13.1%	28.8%	37.3%	18.3%
Distanced	6.7%	14.6%	42.7%	32.6%	3.4%

<u>Table 5:</u> Percent of respondents who believed that the earth is getting warmer mostly because of human activity such as burning fossil fuels

	Strongly Disagree	Slightly Disagree	Neither	Slightly Agree	Strongly Agree
All Respondents	8.8%	9.3%	12.6%	20.9%	48.4%
Non-Hunters/Anglers	7.7%	8.8%	12.3%	19.7%	51.5%
Hunters/Anglers	13.2%	11.6%	14.0%	25.6%	35.7%
Traditionalists	20.2%	14.8%	12.6%	25.1%	27.3%
Mutualists	1.8%	3.9%	10.1%	15.4%	68.9%
Pluralists	6.7%	12.8%	9.4%	22.1%	49.0%
Distanced	7.8%	5.6%	24.4%	24.4%	37.8%

Table 6: Percent of respondents who feel that wolves that kill livestock should be lethally removed

	Strongly Disagree	Slightly Disagree	Neither	Slightly Agree	Strongly Agree
All Respondents	30.3%	31.1%	16.0%	15.0%	7.7%
Non-Hunters/Anglers	32.6%	31.7%	16.3%	13.8%	5.6%
Hunters/Anglers	20.6%	29.0%	14.5%	19.8%	16.0%
Traditionalists	11.4%	32.1%	16.3%	21.2%	19.0%
Mutualists	53.1%	29.2%	11.1%	6.2%	0.4%
Pluralists	24.2%	28.8%	16.3%	21.6%	9.2%
Distanced	21.1%	37.8%	27.8%	13.3%	0.0%

<u>Table 7:</u> Percent of respondents who believed that if a black bear attacks a person, that bear should be lethally removed regardless of the circumstances

	Strongly Disagree	Slightly Disagree	Neither	Slightly Agree	Strongly Agree
All Respondents	21.0%	28.3%	16.6%	20.3%	13.8%
Non-Hunters/Anglers	22.6%	28.7%	17.4%	19.2%	12.1%
Hunters/Anglers	14.5%	26.7%	13.7%	24.4%	20.6%
Traditionalists	7.1%	29.0%	12.0%	27.3%	24.6%
Mutualists	38.8%	26.4%	15.4%	15.0%	4.4%
Pluralists	16.9%	30.5%	17.5%	18.8%	16.2%
Distanced	11.1%	28.9%	26.7%	21.1%	12.2%

<u>Table 8:</u> Percent of respondents who believed that coyotes that kill pets in residential areas should be lethally removed

	Strongly Disagree	Slightly Disagree	Neither	Slightly Agree	Strongly Agree
All Respondents	20.6%	27.8%	13.9%	23.2%	14.5%
Non-Hunters/Anglers	20.8%	30.2%	14.8%	22.3%	11.9%
Hunters/Anglers	20.0%	18.5%	10.0%	26.9%	24.6%
Traditionalists	10.3%	27.2%	8.7%	28.8%	25.0%
Mutualists	35.6%	29.3%	16.9%	13.3%	4.9%
Pluralists	15.0%	22.9%	10.5%	32.7%	19.0%
Distanced	14.4%	33.3%	23.3%	20.0%	8.9%

<u>Table 9:</u> Percent of respondents who believed that current funding for fish and wildlife management is provided entirely by hunting and fishing license fees vs. public tax dollars

	Entirely by hunting & fishing license fees		Both license fees & public taxes				
All Respondents	10.4%	9.1%	16.7%	49.4%	9.4%	2.4%	2.7%
Non-Hunters/Anglers	9.1%	7.4%	17.3%	50.9%	10.3%	2.5%	2.5%
Hunters/Anglers	15.3%	16.0%	14.5%	42.7%	6.1%	1.5%	3.8%
Traditionalists	12.6%	11.5%	25.3%	37.4%	7.7%	3.8%	1.6%
Mutualists	6.3%	8.0%	12.1%	59.4%	8.0%	2.7%	3.6%
Pluralists	12.6%	9.3%	11.3%	50.3%	12.6%	0.7%	3.3%
Distanced	12.5%	6.8%	19.3%	46.6%	11.4%	1.1%	2.3%

<u>Table 10:</u> Percent of respondents who believed that future funding for fish and wildlife management should be provided entirely by hunting and fishing license fees vs. public tax dollars

	Entirely by hunting & fishing license fees				Entirely by public tax funds		
All Respondents	9.9%	5.1%	14.5%	55.9%	9.3%	2.3%	2.9%
Non-Hunters/Anglers	10.4%	4.4%	13.7%	55.4%	10.4%	2.7%	2.9%
Hunters/Anglers	8.3%	7.6%	17.4%	57.6%	5.3%	0.8%	3.0%
Traditionalists	9.3%	10.4%	23.1%	52.2%	3.8%	0.5%	0.5%
Mutualists	9.3%	3.1%	7.5%	58.4%	11.5%	3.5%	6.6%
Pluralists	8.6%	4.6%	11.3%	60.9%	12.6%	0.7%	1.3%
Distanced	14.6%	0.0%	21.3%	48.3%	9.0%	5.6%	1.1%

Table 11: Percent of respondents who believed that they could trust their federal government

	Almost never	Only some of the time	Most of the time	Almost always
All Respondents	21.7%	55.1%	21.0%	2.3%
Non-Hunters/Anglers	21.2%	57.0%	19.5%	2.3%
Hunters/Anglers	23.7%	47.3%	26.7%	2.3%
Traditionalists	18.7%	54.4%	25.8%	1.1%
Mutualists	21.7%	54.9%	20.4%	3.1%
Pluralists	27.0%	50.0%	19.6%	3.4%
Distanced	19.3%	64.8%	14.8%	1.1%

Table 12: Percent of respondents who believed that they could trust their state government

	Almost never	Only some of the time	Most of the time	Almost always
All Respondents	6.9%	45.8%	43.6%	3.6%
Non-Hunters/Anglers	6.8%	46.3%	43.2%	3.7%
Hunters/Anglers	7.7%	43.8%	45.4%	3.1%
Traditionalists	8.3%	45.3%	43.6%	2.8%
Mutualists	5.8%	45.1%	43.8%	5.3%
Pluralists	8.8%	45.9%	41.2%	4.1%
Distanced	3.4%	48.3%	47.2%	1.1%

Table 13: Percent of respondents who believed that they could trust their state fish and wildlife agency

	Almost never	Only some of the time	Most of the time	Almost always
All Respondents	3.0%	26.6%	56.1%	14.2%
Non-Hunters/Anglers	3.1%	27.7%	58.6%	10.5%
Hunters/Anglers	2.3%	22.3%	46.9%	28.5%
Traditionalists	1.7%	22.1%	58.6%	17.7%
Mutualists	5.8%	33.5%	49.6%	11.2%
Pluralists	2.0%	20.0%	58.7%	19.3%
Distanced	0.0%	29.5%	63.6%	6.8%

<u>Table 14:</u> Percent of respondents who were more supportive of hunting because of game as a source of local, organic meat

	No	Yes
All Respondents	89.8%	10.2%
Non-Hunters/Anglers	91.2%	8.8%
Hunters/Anglers	84.7%	15.3%
Traditionalists	90.5%	9.5%
Mutualists	91.5%	8.5%
Pluralists	83.9%	16.1%
Distanced	94.4%	5.6%

<u>Table 15:</u> Percent of respondents who recently started hunting because of game as a source of local, organic meat

	No	Yes
All Respondents	97.2%	2.8%
Non-Hunters/Anglers	98.0%	2.0%
Hunters/Anglers	93.8%	6.2%
Traditionalists	98.9%	1.1%
Mutualists	97.8%	2.2%
Pluralists	95.3%	4.7%
Distanced	96.6%	3.4%

<u>Table 16:</u> Percent of respondents who do not hunt now but are interested in hunting in the future because of game as a source of local, organic meat

	No	Yes
All Respondents	86.4%	13.6%
Non-Hunters/Anglers	87.5%	12.5%
Hunters/Anglers	82.3%	17.7%
Traditionalists	84.3%	15.7%
Mutualists	90.7%	9.3%
Pluralists	78.5%	21.5%
Distanced	93.3%	6.7%

<u>Table 17:</u> Percent of Colorado respondents who placed various levels of importance on conducting research to improve management of fish and wildlife populations in Colorado

	Very Unimportant	Moderately Unimportant	Slightly Unimportant	Neither	Slightly Important	Moderately Important	Very Important
All Respondents	1.4%	1.8%	1.8%	9.3%	20.0%	32.0%	33.6%
Non-Hunters/Anglers	1.1%	1.3%	1.8%	11.4%	21.1%	32.0%	31.2%
Hunter/Anglers	2.8%	3.5%	1.8%	1.2%	15.0%	32.2%	43.5%
Traditionalists	1.6%	4.3%	4.2%	7.7%	24.7%	35.1%	22.4%
Mutualists	1.6%	0.5%	0.5%	6.4%	19.2%	29.3%	42.4%
Pluralists	0.7%	1.0%	0.7%	1.7%	14.2%	34.7%	47.0%
Distanced	2.1%	1.0%	2.1%	33.2%	22.0%	27.9%	11.5%

<u>Table 18</u>: Percent of Colorado respondents who placed various levels of importance on enhancing management of game species

	Very Unimportant	Moderately Unimportant	Slightly Unimportant	Neither	Slightly Important	Moderately Important	Very Important
All Respondents	1.6%	2.9%	6.1%	14.8%	28.9%	24.7%	21.0%
Non-Hunters/Anglers	1.6%	2.8%	6.9%	16.9%	29.8%	23.5%	18.6%
Hunter/Anglers	1.9%	3.1%	3.0%	6.9%	24.4%	29.8%	30.8%
Traditionalists	1.7%	4.1%	6.9%	11.3%	32.2%	31.1%	12.7%
Mutualists	2.3%	2.4%	9.6%	15.5%	24.2%	20.3%	25.7%
Pluralists	0.3%	1.8%	1.2%	6.9%	29.3%	26.7%	33.8%
Distanced	2.1%	3.5%	3.8%	33.7%	33.1%	19.2%	4.4%

<u>Table 19:</u> Percent of Colorado respondents who placed various levels of importance on protecting high priority habitats to support many different types of fish and wildlife populations

	Very Unimportant	Moderately Unimportant	Slightly Unimportant	Neither	Slightly Important	Moderately Important	Very Important
All Respondents	1.7%	1.3%	1.6%	8.3%	11.4%	25.9%	49.8%
Non-Hunters/Anglers	1.5%	1.3%	1.5%	9.3%	11.5%	25.5%	49.6%
Hunter/Anglers	1.9%	1.6%	2.1%	4.3%	10.5%	27.9%	51.6%
Traditionalists	2.7%	3.3%	4.8%	9.2%	20.1%	31.3%	28.5%
Mutualists	2.6%	0.0%	0.0%	3.1%	6.0%	21.3%	66.9%
Pluralists	0.4%	1.0%	0.9%	3.7%	5.3%	26.0%	62.7%
Distanced	0.0%	1.0%	0.0%	27.0%	17.4%	26.1%	28.5%

<u>Table 20:</u> Percent of Colorado respondents who placed various levels of importance on promoting outdoor recreational opportunities in Colorado

	Very Unimportant	Moderately Unimportant	Slightly Unimportant	Neither	Slightly Important	Moderately Important	Very Important
All Respondents	3.4%	3.5%	5.3%	11.6%	21.8%	26.2%	28.3%
Non-Hunters/Anglers	3.4%	3.3%	4.8%	13.5%	22.6%	26.7%	25.8%
Hunter/Anglers	3.6%	4.2%	7.3%	3.6%	18.1%	24.9%	38.4%
Traditionalists	4.8%	3.7%	5.4%	8.8%	29.3%	26.7%	21.3%
Mutualists	2.4%	4.4%	6.9%	12.5%	20.8%	24.4%	28.5%
Pluralists	2.6%	2.3%	4.3%	3.8%	14.6%	29.3%	43.0%
Distanced	4.5%	2.3%	2.4%	28.2%	21.1%	24.6%	16.9%

<u>Table 21:</u> Percent of Colorado respondents who placed various levels of importance on providing enough fish to allow for good fishing opportunities

	Very Unimportant	Moderately Unimportant	Slightly Unimportant	Neither	Slightly Important	Moderately Important	Very Important
All Respondents	3.9%	3.8%	8.3%	16.0%	24.8%	24.1%	19.1%
Non-Hunters/Anglers	4.3%	4.3%	9.5%	19.0%	24.3%	23.8%	14.8%
Hunter/Anglers	2.8%	2.1%	3.5%	4.4%	26.9%	24.0%	36.3%
Traditionalists	3.1%	2.0%	5.4%	14.0%	29.2%	30.2%	16.0%
Mutualists	6.9%	7.0%	14.2%	16.7%	19.5%	20.3%	15.5%
Pluralists	2.9%	1.7%	2.3%	6.3%	24.1%	27.6%	35.1%
Distanced	0.0%	3.5%	9.3%	34.5%	30.3%	14.8%	7.5%

<u>Table 22:</u> Percent of Colorado respondents who placed various levels of importance on repairing and maintaining dams that create lakes for fishing, boating, and camping

	Very Unimportant	Moderately Unimportant	Slightly Unimportant	Neither	Slightly Important	Moderately Important	Very Important
All Respondents	2.9%	2.6%	4.9%	11.4%	19.8%	30.5%	28.0%
Non-Hunters/Anglers	2.8%	2.7%	5.3%	13.1%	20.3%	30.1%	25.7%
Hunter/Anglers	3.2%	2.1%	3.4%	4.9%	17.2%	32.0%	37.3%
Traditionalists	2.1%	3.9%	3.0%	6.4%	21.5%	34.3%	28.8%
Mutualists	5.7%	3.2%	7.5%	13.0%	18.0%	27.5%	25.2%
Pluralists	1.5%	1.4%	2.3%	3.6%	13.5%	36.3%	41.4%
Distanced	0.0%	0.0%	6.4%	30.9%	31.5%	20.5%	10.7%

<u>Table 23</u>: Percent of Colorado respondents who placed various levels of importance on protecting and enhancing fish and wildlife that are currently at risk of becoming endangered

	Very Unimportant	Moderately Unimportant	Slightly Unimportant	Neither	Slightly Important	Moderately Important	Very Important
All Respondents	1.7%	1.7%	1.4%	6.1%	11.7%	20.8%	56.6%
Non-Hunters/Anglers	1.3%	1.1%	1.5%	7.1%	11.4%	21.3%	56.4%
Hunter/Anglers	3.5%	3.4%	1.2%	2.5%	13.0%	18.5%	58.0%
Traditionalists	2.2%	5.3%	2.5%	5.1%	20.4%	27.2%	37.3%
Mutualists	2.1%	0.0%	1.2%	3.1%	5.7%	12.3%	75.6%
Pluralists	1.6%	0.4%	0.0%	2.8%	9.2%	22.1%	63.9%
Distanced	0.0%	1.0%	2.1%	21.6%	13.0%	26.6%	35.8%

<u>Table 24</u>: Percent of Colorado respondents who placed various levels of importance on providing opportunities to view and photograph wildlife

	Very Unimportant	Moderately Unimportant	Slightly Unimportant	Neither	Slightly Important	Moderately Important	Very Important
All Respondents	2.9%	1.9%	4.8%	12.4%	21.6%	27.6%	28.8%
Non-Hunters/Anglers	2.8%	1.4%	4.5%	12.6%	23.2%	26.6%	28.9%
Hunter/Anglers	3.4%	3.6%	6.1%	11.0%	15.8%	31.1%	29.0%
Traditionalists	7.8%	3.1%	9.1%	13.6%	22.6%	27.3%	16.5%
Mutualists	1.4%	0.9%	3.4%	9.0%	20.4%	25.9%	39.1%
Pluralists	1.1%	2.0%	2.8%	8.0%	18.7%	29.5%	37.8%
Distanced	0.0%	1.3%	2.8%	26.1%	27.6%	29.2%	13.0%

<u>Table 25</u>: Percent of Colorado respondents who placed various levels of importance on educating citizens about fish and wildlife and their habitat needs

	Very Unimportant	Moderately Unimportant	Slightly Unimportant	Neither	Slightly Important	Moderately Important	Very Important
All Respondents	1.7%	1.1%	2.2%	7.8%	18.3%	25.2%	43.7%
Non-Hunters/Anglers	1.7%	0.7%	1.7%	8.9%	19.2%	24.7%	43.1%
Hunter/Anglers	1.6%	2.7%	4.1%	2.8%	15.1%	27.6%	46.1%
Traditionalists	2.8%	3.8%	4.4%	8.9%	25.5%	29.4%	25.2%
Mutualists	1.9%	0.0%	1.8%	3.9%	10.7%	23.6%	58.1%
Pluralists	0.3%	0.0%	0.7%	5.1%	11.7%	21.7%	60.4%
Distanced	1.0%	0.0%	1.2%	20.2%	33.7%	26.7%	17.3%

Table 26: Percent of Colorado respondents who ranked each activity as 1^{st} most important, 2^{nd} most important, or 3^{rd} most important

Ranked Activity	1 st most important activity	2 nd most important activity	3 rd most important activity
Conducting research to improve management of fish and wildlife populations in Colorado.	`13.1%	9.4%	15.0%
Enhancing management of game species (hunted species such as mule deer, elk, pheasants, ducks, etc.).	5.0%	5.9%	5.1%
Protecting high priority habitats to support many different types of fish and wildlife populations.	18.5%	20.1%	16.6%
Promoting outdoor recreational opportunities in Colorado.	9.3%	8.5%	7.8%
Providing enough fish to allow for good fishing opportunities.	3.7%	5.6%	4.3%
Repairing and maintaining dams that create lakes for fishing, boating, and camping.	4.5%	10.0%	11.6%
Protecting and enhancing fish and wildlife that are currently at risk of becoming endangered.	26.7%	20.8%	13.0%
Providing opportunities to view and photograph wildlife.	3.2%	7.1%	8.1%
Educating citizens about fish and wildlife and their habitat needs.	16.0%	12.6%	18.7%

Table 27: Percent of Colorado respondents who ranked each activity as 1^{st} most important, 2^{nd} most important, or 3^{rd} most important, by participation in hunting/angling

	1st most important activity		2 nd most important activity		3 rd most importa	
Ranked Activity	Non-H/A	H/A	Non- H/A	H/A	Non- H/A	H/A
Conducting research to improve management of fish and wildlife populations in Colorado.	12.4%	14.8%	8.5%	11.6%	14.6%	15.9%
Enhancing management of game species (hunted species such as mule deer, elk, pheasants, ducks, etc.).	2.2%	11.6%	5.0%	8.1%	4.4%	6.7%
Protecting high priority habitats to support many different types of fish and wildlife populations.	18.1%	19.6%	19.4%	21.8%	17.9%	13.8%
Promoting outdoor recreational opportunities in Colorado.	10.3%	6.7%	7.0%	11.9%	6.9%	9.6%
Providing enough fish to allow for good fishing opportunities.	3.3%	4.7%	3.8%	9.6%	3.8%	5.4%
Repairing and maintaining dams that create lakes for fishing, boating, and camping.	3.6%	6.7%	10.3%	9.2%	10.8%	13.4%
Protecting and enhancing fish and wildlife that are currently at risk of becoming endangered.	29.3%	20.6%	22.9%	15.8%	13.5%	11.6%
Providing opportunities to view and photograph wildlife.	4.1%	1.0%	8.7%	3.3%	9.7%	4.2%
Educating citizens about fish and wildlife and their habitat needs.	16.7%	14.2%	14.3%	8.8%	18.4%	19.4%
Participation in Hunting and Angling:	Non- $H/A = 1$	Non-Hunt	ers/Anglers	H/A =	Hunters/A	Anglers

Table 28: Percent of Colorado Respondents who ranked each CPW activity as the $1^{\rm st}$ most important activity by wildlife value orientation

	1 st most important activity				
Ranked Activity	Traditionalist	Mutualist	Pluralist	Distanced	
Conducting research to improve management of fish and wildlife populations in Colorado.	14.9%	10.2%	15.3%	12.3%	
Enhancing management of game species (hunted species such as mule deer, elk, pheasants, ducks, etc.).	8.8%	1.3%	8.1%	0.0%	
Protecting high priority habitats to support many different types of fish and wildlife populations.	11.5%	21.6%	21.3%	21.3%	
Promoting outdoor recreational opportunities in Colorado.	17.0%	2.2%	7.5%	12.9%	
Providing enough fish to allow for good fishing opportunities.	7.2%	0.9%	1.8%	6.4%	
Repairing and maintaining dams that create lakes for fishing, boating, and camping.	8.7%	1.3%	3.5%	5.5%	
Protecting and enhancing fish and wildlife that are currently at risk of becoming endangered.	16.5%	41.6%	24.4%	17.0%	
Providing opportunities to view and photograph wildlife.	3.5%	4.4%	1.7%	2.0%	
Educating citizens about fish and wildlife and their habitat needs.	12.0%	16.5%	16.5%	22.5%	

Table 29: Percent of Colorado Respondents who ranked each CPW activity as the 2^{nd} most important activity by wildlife value orientation

	2 nd most important activity				
Ranked Activity	Traditionalist	Mutualist	Pluralist	Distanced	
Conducting research to improve management of fish and wildlife populations in Colorado.	8.7%	11.7%	11.4%	2.0%	
Enhancing management of game species (hunted species such as mule deer, elk, pheasants, ducks, etc.).	6.1%	3.6%	9.2%	5.2%	
Protecting high priority habitats to support many different types of fish and wildlife populations.	16.3%	23.8%	19.3%	21.1%	
Promoting outdoor recreational opportunities in Colorado.	11.2%	5.6%	10.8%	5.2%	
Providing enough fish to allow for good fishing opportunities.	7.8%	3.5%	7.0%	3.0%	
Repairing and maintaining dams that create lakes for fishing, boating, and camping.	17.1%	4.4%	7.5%	12.8%	
Protecting and enhancing fish and wildlife that are currently at risk of becoming endangered.	13.6%	24.6%	16.7%	34.4%	
Providing opportunities to view and photograph wildlife.	5.9%	7.5%	5.7%	10.9%	
Educating citizens about fish and wildlife and their habitat needs.	13.3%	15.3%	12.4%	5.2%	

Table 30: Percent of Colorado Respondents who ranked each CPW activity as the 3rd most important by wildlife value orientation

	3 rd most important activity			
Ranked Activity	Traditionalist	Mutualist	Pluralist	Distanced
Conducting research to improve management of fish and wildlife populations in Colorado.	12.6%	16.8%	16.4%	13.1%
Enhancing management of game species (hunted species such as mule deer, elk, pheasants, ducks, etc.).	7.3%	2.3%	5.2%	6.7%
Protecting high priority habitats to support many different types of fish and wildlife populations.	13.6%	21.5%	16.7%	11.4%
Promoting outdoor recreational opportunities in Colorado.	7.9%	4.6%	8.7%	13.2%
Providing enough fish to allow for good fishing opportunities.	9.6%	0.9%	2.8%	3.4%
Repairing and maintaining dams that create lakes for fishing, boating, and camping.	17.0%	6.3%	13.6%	8.7%
Protecting and enhancing fish and wildlife that are currently at risk of becoming endangered.	10.2%	13.0%	12.0%	20.6%
Providing opportunities to view and photograph wildlife.	7.0%	11.7%	5.2%	6.9%
Educating citizens about fish and wildlife and their habitat needs.	14.8%	22.9%	19.3%	16.1%

Respondents were asked to rank the three most important CPW activities to them of the nine presented in this section. Results of this ranking are reported using the Relative Importance statistic, or RI_j statistic (Leuschner, Gregoire, & Buhyoff 1988). This statistic is appropriate to use when the number of ranks, in this case three, is less than the number of items to be ranked, in this case nine. It is more accurate and easily interpretable than mean rank in such a situation. RI_j is interpreted as the percent of all ranking weights assigned to a particular item and allows for comparison of the strength of the rankings across all items. For example, an $RI_j = 20$ for a particular item means that 20% of all ranks were assigned to that item, and that the item was ranked twice as high as another item with an $RI_j = 10$. The RI_j statistic for an individual item ranges from 00.00 to 100.00 and the sum of all RI_j statistics for all items equals 100.00.

Table 31: Relative Importance (RI_j) of CPW activities for Colorado respondents in order of ranking

CPW Activity	RI_j
Protecting and enhancing fish and wildlife that are currently at risk of becoming endangered.	22.73
Protecting high priority habitats to support many different types of fish and wildlife populations.	19.67
Educating citizens about fish and wildlife and their habitat needs.	14.82
Conducting research to improve management of fish and wildlife populations in Colorado.	11.89
Promoting outdoor recreational opportunities in Colorado.	8.69
Repairing and maintaining dams that create lakes for fishing, boating, and camping.	7.67
Enhancing management of game species (hunted species such as mule deer, elk, pheasants, ducks, etc.).	5.33
Providing opportunities to view and photograph wildlife.	5.03
Providing enough fish to allow for good fishing opportunities.	4.17

Table 32: Relative Importance (RI_j) of CPW activities for Colorado respondents by participation in hunting/angling in order of ranking

CPW Activity	RI_j
Non-Hunters and Anglers	
Protecting and enhancing fish and wildlife that are currently at risk of becoming endangered.	24.92
Protecting high priority habitats to support many different types of fish and wildlife populations.	19.51
Educating citizens about fish and wildlife and their habitat needs.	15.83
Conducting research to improve management of fish and wildlife populations in Colorado.	10.95
Promoting outdoor recreational opportunities in Colorado.	8.75
Repairing and maintaining dams that create lakes for fishing, boating, and camping.	7.31
Providing opportunities to view and photograph wildlife.	6.08
Enhancing management of game species (hunted species such as mule deer, elk, pheasants, ducks, etc).	3.44
Providing enough fish to allow for good fishing opportunities.	3.21
Hunters and Anglers	
Protecting and enhancing fish and wildlife that are currently at risk of becoming endangered.	27.74
Protecting high priority habitats to support many different types of fish and wildlife populations.	20.04
Conducting research to improve management of fish and wildlife populations in Colorado.	14.03
Educating citizens about fish and wildlife and their habitat needs.	12.53
Enhancing management of game species (hunted species such as mule deer, elk, pheasants, ducks, etc.).	9.62
Promoting outdoor recreational opportunities in Colorado.	8.56
Repairing and maintaining dams that create lakes for fishing, boating, and camping.	8.47
Providing enough fish to allow for good fishing opportunities.	6.35
Providing opportunities to view and photograph wildlife.	2.65

Table 33: Relative Importance (RI_j) of CPW activities for Colorado respondents by wildlife value orientation (traditionalist and mutualist) in order of ranking

CPW Activity	RI_j
Traditionalist	
Protecting and enhancing fish and wildlife that are currently at risk of becoming endangered.	14.76
Protecting high priority habitats to support many different types of fish and wildlife populations.	14.06
Promoting outdoor recreational opportunities in Colorado.	13.36
Conducting research to improve management of fish and wildlife populations in Colorado.	12.83
Repairing and maintaining dams that create lakes for fishing, boating, and camping.	12.74
Educating citizens about fish and wildlife and their habitat needs.	11.69
Enhancing management of game species (hunted species such as mule deer, elk, pheasants, ducks, etc.).	8.44
Providing enough fish to allow for good fishing opportunities.	7.64
Providing opportunities to view and photograph wildlife.	4.48
Mutualist	
Protecting and enhancing fish and wildlife that are currently at risk of becoming endangered.	32.21
Protecting high priority habitats to support many different types of fish and wildlife populations.	23.78
Educating citizens about fish and wildlife and their habitat needs.	17.37
Conducting research to improve management of fish and wildlife populations in Colorado.	10.12
Providing opportunities to view and photograph wildlife.	6.32
Promoting outdoor recreational opportunities in Colorado.	3.71
Repairing and maintaining dams that create lakes for fishing, boating, and camping.	3.29
Enhancing management of game species (hunted species such as mule deer, elk, pheasants, ducks, etc.).	1.77
Providing enough fish to allow for good fishing opportunities.	1.43

Table 34: Relative Importance (RI_j) of CPW activities for Colorado respondents by wildlife value orientation (pluralist and distanced) in order of ranking

CPW Activity	RI_j
Pluralist	
Protecting high priority habitats to support many different types of fish and wildlife populations.	20.86
Protecting and enhancing fish and wildlife that are currently at risk of becoming endangered.	19.81
Educating citizens about fish and wildlife and their habitat needs.	15.30
Conducting research to improve management of fish and wildlife populations in Colorado.	13.84
Promoting outdoor recreational opportunities in Colorado.	8.70
Enhancing management of game species (hunted species such as mule deer, elk, pheasants, ducks, etc.).	7.65
Repairing and maintaining dams that create lakes for fishing, boating, and camping.	6.71
Providing opportunities to view and photograph wildlife.	3.88
Providing enough fish to allow for good fishing opportunities.	3.25
Distanced	
Protecting and enhancing fish and wildlife that are currently at risk of becoming endangered.	24.15
Protecting high priority habitats to support many different types of fish and wildlife populations.	20.51
Educating citizens about fish and wildlife and their habitat needs.	15.03
Conducting research to improve management of fish and wildlife populations in Colorado.	10.02
Promoting outdoor recreational opportunities in Colorado.	10.02
Repairing and maintaining dams that create lakes for fishing, boating, and camping.	8.43
Providing opportunities to view and photograph wildlife.	5.47
Providing enough fish to allow for good fishing opportunities.	4.56
Enhancing management of game species (hunted species such as mule deer, elk, pheasants, ducks, etc.).	1.81

<u>Table 35:</u> Percent of Colorado respondents who provided various levels of support for fees on users other than hunters and anglers

	Do Not Support	Slightly Support	Moderately Support	Strongly Support
All Respondents	16.0%	35.1%	31.3%	17.6%
Non-Hunters/Anglers	16.5%	37.5%	30.1%	15.9%
Hunter/Anglers	14.3%	25.1%	36.2%	24.3%
Traditionalists	14.2%	38.5%	30.3%	17.0%
Mutualists	17.9%	34.8%	30.3%	17.0%
Pluralists	13.6%	28.7%	34.3%	23.4%
Distanced	19.1%	39.8%	30.5%	10.6%

<u>Table 36:</u> Percent of Colorado respondents who indicated various levels of support for setting aside a portion of the state's general fund annually

	Do Not Support	Slightly Support	Moderately Support	Strongly Support
All Respondents	7.0%	31.9%	34.2%	26.8%
Non-Hunters/Anglers	7.5%	34.8%	33.8%	23.8%
Hunter/Anglers	5.1%	20.8%	35.3%	38.8%
Traditionalists	9.2%	44.3%	25.6%	20.8%
Mutualists	3.7%	23.5%	38.3%	34.6%
Pluralists	6.3%	20.8%	40.0%	32.9%
Distanced	12.1%	46.9%	31.9%	9.1%

<u>Table 37:</u> Percent of Colorado respondents who indicated various levels of support for setting aside a portion of energy extraction fees

	Do Not Support	Slightly Support	Moderately Support	Strongly Support
All Respondents	12.0%	25.7%	27.6%	34.7%
Non-Hunters/Anglers	13.0%	27.6%	26.1%	33.3%
Hunter/Anglers	6.8%	18.6%	33.7%	40.9%
Traditionalists	17.0%	30.5%	26.2%	26.3%
Mutualists	9.4%	19.9%	26.2%	44.4%
Pluralists	6.1%	19.8%	32.6%	41.5%
Distanced	18.6%	40.2%	25.2%	16.0%

<u>Table 38</u>: Percent of Colorado respondents who indicated various levels of support for setting a portion of sales tax on outdoor equipment

	Do Not Support	Slightly Support	Moderately Support	Strongly Support
All Respondents	13.6%	26.2%	34.2%	26.1%
Non-Hunters/Anglers	14.0%	28.8%	32.8%	24.3%
Hunter/Anglers	11.3%	16.3%	39.1%	33.3%
Traditionalists	19.4%	27.7%	35.4%	17.5%
Mutualists	11.5%	24.7%	32.7%	31.1%
Pluralists	8.9%	16.7%	38.5%	35.8%
Distanced	14.8%	43.2%	27.7%	14.3%

<u>Table 39</u>: Percent of Colorado respondents who indicated various levels of support for increasing motor vehicle excise tax by one-half of one percent

	Do Not Support	Slightly Support	Moderately Support	Strongly Support
All Respondents	51.0%	23.6%	15.9%	9.6%
Non-Hunters/Anglers	50.4%	24.8%	14.7%	10.2%
Hunter/Anglers	52.8%	19.0%	20.8%	7.4%
Traditionalists	68.7%	18.8%	7.5%	5.0%
Mutualists	41.4%	25.5%	17.3%	15.9%
Pluralists	45.0%	21.3%	25.2%	8.5%
Distanced	49.0%	32.2%	13.9%	4.9%

<u>Table 40</u>: Percent of Colorado respondents who indicated various levels of support for adding a surcharge to tourist visitation in Colorado

	Do Not Support	Slightly Support	Moderately Support	Strongly Support
All Respondents	24.7%	27.4%	24.7%	23.2%
Non-Hunters/Anglers	25.3%	29.4%	23.6%	21.7%
Hunter/Anglers	22.7%	20.1%	28.5%	28.7%
Traditionalists	29.8%	23.4%	25.3%	21.5%
Mutualists	24.7%	30.1%	21.4%	23.7%
Pluralists	19.5%	21.4%	27.9%	31.3%
Distanced	22.6%	39.7%	26.2%	11.5%

<u>Table 41</u>: Percent of Colorado respondents who indicated various levels of support for increasing sales taxes by one-eighth of one percent

	Do Not Support	Slightly Support	Moderately Support	Strongly Support
All Respondents	50.9%	27.0%	14.3%	7.7%
Non-Hunters/Anglers	51.0%	28.3%	13.3%	7.3%
Hunter/Anglers	50.4%	22.4%	18.6%	8.7%
Traditionalists	71.0%	15.3%	10.2%	3.5%
Mutualists	43.4%	32.6%	14.5%	9.5%
Pluralists	42.3%	22.9%	21.9%	12.9%
Distanced	42.9%	44.0%	9.9%	3.2%

<u>Table 42</u>: Percent of Colorado respondents who indicated various levels of support for a real estate transfer tax (% of each real estate transaction goes into a fund)

	Do Not Support	Slightly Support	Moderately Support	Strongly Support
All Respondents	50.0%	28.5%	12.9%	8.6%
Non-Hunters/Anglers	50.5%	29.5%	11.6%	8.5%
Hunter/Anglers	48.0%	24.3%	18.2%	9.5%
Traditionalists	66.4%	18.1%	10.8%	4.8%
Mutualists	39.1%	35.3%	12.3%	13.3%
Pluralists	39.4%	32.5%	17.3%	10.8%
Distanced	61.2%	26.3%	11.3%	1.1%

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APPENDIX A: Methodology

Data for this study were collected using a self-report survey. The survey instrument is included in Appendix B. The mode of data collection was selected following the review of results from two separate pilot studies during which telephone, mail and email panel methods were tested and compared. A mail survey with an online option was chosen for the final data collection. Mail surveys were administered in all 50 U.S. states between 2017 and 2018. To account for lower than expected response rates for the mail survey, sampling in each state was supplemented using an email panel survey. The email panel method showed similar results to the mail survey method in our pilot studies. Upon completion of the first email panel, analysis showed significant underrepresentation of certain racial and ethnic categories. As a result, one final email panel round of data collection was conducted in an effort to boost response in underrepresented categories. Both email panels were conducted in the Spring of 2018. For final analysis, mail and email panel data were merged for a state and then weighted to better reflect the state's population. Each state was weighted separately with variables including age categories, gender, race/ethnic category and participation in hunting and angling. If a state had opted for a stratified geographic sample, state population estimates were weighted to reflect the relative proportion of the state's population in each stratum. A detailed description of the study methodology can be found at www.wildlifevalues.org.

Data Collection Details for Colorado

For the mail survey, a random sample of 2371 households in Colorado was obtained from a commercial sampling firm (Survey Sampling International LLC). Sampled households received three mailings: a full survey questionnaire and cover letter (with an option to complete the survey electronically using a unique identification code); a follow-up reminder postcard; and a second full mailing including the survey questionnaire and cover letter. In an attempt to achieve relatively equal representation of males and females, the cover letter requested that the questionnaire be completed by the adult (age 18 or over) in the household who had the most recent birthday. Our sampling design also over-sampled those under age 35 and under-sampled those age 55 and older to help correct for the disproportionately high response rates typical among those over 55. A total of 295 usable questionnaires were received (251 paper and 44 online) from respondents contacted by mail. The Post Office returned 197 surveys marked as non-deliverable yielding an overall adjusted response rate of 13.6% for the mail survey.

An email panel sample of 358 Colorado respondents was recruited by a commercial sampling firm (Qualtrics LLC). Respondents were recruited via email invitation. Screening criteria were employed to ensure that the sample was representative of gender and age proportions within the Colorado population.

Data Weighting Procedure

Upon the completion of data collection, responses were weighted to better reflect the state's population characteristics, including:

- 1) Race/Ethnicity Categories using estimates compiled by the Henry J. Kaiser Foundation based on the U.S. Census Bureau's 2016 American Community Survey
- 2) Participation in wildlife-related recreation using estimates obtained from the U.S. Fish and Wildlife Service's 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation:
- 3) Gender using estimates from the U.S. Census Bureau's 2016 American Community Survey; and
- 4) **Age Category** using estimates from the U.S. Census Bureau's 2016 American Community Survey

APPENDIX B: Survey Instrument

Management of Fish and Wildlife in the United States

This survey is for all citizens of your state. Even if you know little about fish and wildlife,

		your opinions are needed	l!			,	
	If preferred, th	is survey may be completed online at <u>warners</u> Access Code: 00000.	nr.colosta	nte.edu/fi	sh-wildli	ifesurvey	<u>'S</u>
dome	In this survey, when we refer to "fish and wildlife", we do not mean animals kept as pets or those raised for other domestic purposes (e.g., farm animals). Please keep this in mind when responding. Q1. Below is a series of statements about fish and wildlife and the environment. There are no right or wrong answers. Please						
marca	the extent to wh	ich you disagree or agree by selecting one answer fo	Strongly Disagree	Slightly	Neither	Slightly Agree	Strongly Agree
		management of fish and wildlife, I feel that my state gency shares similar values to me.	0	0	0	0	0
	Wolves that kill liv	restock should be lethally removed.	0	0	0	0	0
	We should strive for	or a society that emphasizes environmental protection wth.	0	0	0	0	0
	If a black bear atta regardless of the ci	cks a person, that bear should be lethally removed reumstances.	0	0	0	0	0
	Private property ris endangered fish an	ghts are more important than protecting declining or d wildlife.	0	0	0	0	0
	Local communities fish and wildlife.	should have more control over the management of	0	0	0	0	0
	The earth is getting burning fossil fuels	warmer mostly because of human activity such as 3.	0	0	0	0	0
	Coyotes that kill pe	ets in residential areas should be lethally removed.	0	0	0	0	0
	he following staten	nents refer to your state as a whole. Please indicate t	he extent t	o which yo	ou disagre	e or agree	e by
			Strongly Disagree	Slightly Disagree	Neither	Slightly Agree	Strongly Agree
	In this state, if some disapprove.	eone acts in an inappropriate way, others will strongly	0	0	0	0	0
	In this state, there a situations.	re clear expectations for how people should act in most	0	0	0	0	0
	People agree upon situations in this sta	what behaviors are appropriate or inappropriate in most ite.	0	0	0	0	0
Q3. People sometimes talk about what the aims of this country should be for the next ten years. Below are some of the goals that different people would give top priority. Which two of these would you, yourself, consider most important? Please check <u>TWO</u> boxes.							
		Maintaining order in the nation.					
		Giving people more say in important government dec	isions.				
		Fighting rising prices.					
		Protecting freedom of speech.				_	

Q4. Below are statements that represent a variety of ways people feel about fish and wildlife. Please indicate the extent to which you disagree or agree by selecting one answer for each statement.

	Strongly Disagree	Moderately Disagree	Slightly Disagree	Neither	Slightly Agree	Moderately Agree	Strongly Agree
Humans should manage fish and wildlife populations so that humans benefit.	0	0	0	0	0	0	0
Animals should have rights similar to the rights of humans.	0	0	0	0	0	0	0
We should strive for a world where there's an abundance of fish and wildlife for hunting and fishing.	0	0	0	0	0	0	0
I view all living things as part of one big family.	0	0	0	0	0	0	0
Hunting does not respect the lives of animals.	0	0	0	0	0	0	0
I feel a strong emotional bond with animals.	0	0	0	0	0	0	0
The needs of humans should take priority over fish and wildlife protection.	0	0	0	0	0	0	0
I care about animals as much as I do other people.	0	0	0	0	0	0	0
Fish and wildlife are on earth primarily for people to use.	0	0	0	0	0	0	0
I take great comfort in the relationships I have with animals.	0	0	0	0	0	0	0
I believe that wildlife have intentions.	0	0	0	0	0	0	0
It is acceptable for people to kill wildlife if they think it poses a threat to their property.	0	0	0	0	0	0	0
We should strive for a world where humans and fish and wildlife can live side by side without fear.	0	0	0	0	0	0	0
It is acceptable for people to kill wildlife if they think it poses a threat to their life.	0	0	0	0	0	0	0
I value the sense of companionship I receive from animals.	0	0	0	0	0	0	0
People who want to hunt should be provided the opportunity to do so.	0	0	0	0	0	0	0
Wildlife are like my family and I want to protect them.	0	0	0	0	0	0	0
I believe that wildlife have minds of their own.	0	0	0	0	0	0	0
It is acceptable for people to use fish and wildlife in research even if it may harm or kill some animals.	0	0	0	0	0	0	0
It would be more rewarding for me to help animals rather than people.	0	0	0	0	0	0	0
Hunting is cruel and inhumane to the animals.	0	0	0	0	0	0	0
I believe that wildlife appear to experience emotions.	0	0	0	0	0	0	0

	ow do you think your sone point on the scale be							
	Entirely by Hunting & Fishing License Fees			ly by Hunting & Fish Fees & Public Tax F			Entire	ly by Public Tax Funds
	0	0	0	0	0	0		0
_	ow should your state fi							
	Entirely by Hunting & Fishing License Fees			ly by Hunting & Fish Fees & Public Tax F			Entire	ly by Public Tax Funds
	0	0	0	0	0	0		0
_	ase respond to the folk for each question. Overall, to what exten			ent to which you tru	Almost	Only Some	Most of	Almost
	6.1.1			. 0	Never	of the Time		Always
	your <u>federal govern</u>	ment to do w	nat is right for you	ur country?	0	0	0	0
	your state governme	ent to do wha	t is right for your	state?	0	0	0	0
	your <u>state fish and v</u> wildlife management is		<u>y</u> to do what is ri	ght for fish and	0	0	0	0
_	e would like to learn ab	out your fish	ı- and wildlife-re	lated recreation act	ivities. <i>Pleas</i>	e select one	option for ea	ıch
questio	n below.						Y	es No
	Have you ever particip	ated in recrea	tional (non-comn	nercial) <u>fishing</u> ?			C	0
	Did you participate in	recreational (1	non-commercial)	fishing in the past 12	months?		C	0
	Have you ever particip	ated in recrea	tional (non-comm	nercial) <u>hunting</u> ?			C	0
	Did you participate in	recreational (1	non-commercial)	hunting in the past 12	2 months?		C	0
	Have you ever taken as the trip?	ny recreationa	al trips for which i	fish or wildlife viewi	ng was the pr	imary purpo	se of	0
	Did you take any recre purpose of the trip?	ational trips i	n the past 12 mon	ths for which fish or	wildlife view	ving was the p	primary (0
_	ease respond to the follotion in the future. Selec	_		-	icipating in t	fish- and wi	ldlife-related	I
					Not at all Interested	Slightly Interested	Moderately Interested	Strongly Interested
	How interested are you	in taking rec	reational <u>fishing</u>	trips in the future?	0	0	0	0
	How interested are you	in taking rec	reational <u>hunting</u>	trips in the future?	0	0	0	0
	How interested are you fish or wildlife viewing		•		0	0	0	0

Given limited funds, state fish and wildlife agencies are faced with difficult decisions about what should receive priority.

We're interested in knowing how you feel about possible funding sources and the importance of different activities the agency —

Colorado Parks and Wildlife (CPW) — could focus on for your state.

Q9a. Listed below are 10 activities that CPW could focus on in the coming years. Please indicate how unimportant or important each activity is to <u>you</u> and your interests. Select one answer for each activity.

		Very Unimportant	Moderately Unimportant	Slightly Unimportant	Neither	Slightly Important	Moderately Important	Very Important
A	Conducting research to improve management of fish and wildlife populations in Colorado.	0	0	0	0	0	0	0
В	Enhancing management of game species (hunted species such as mule deer, elk, pheasants, ducks, etc.).	0	0	0	0	0	0	0
С	Protecting high priority habitats to support many different types of fish and wildlife populations.	0	0	0	0	0	0	0
D	Promoting outdoor recreational opportunities in Colorado.	0	0	0	0	0	0	0
E	Providing enough fish to allow for good fishing opportunities.	0	0	0	0	0	0	0
F	Repairing and maintaining dams that create lakes for fishing, boating, and camping.	0	0	0	0	0	0	0
G	Protecting and enhancing fish and wildlife that are currently at risk of becoming endangered.	0	0	0	0	0	0	0
н	Providing opportunities to view and photograph wildlife.	0	0	0	0	0	0	0
I	Educating citizens about fish and wildlife and their habitat needs.	0	0	0	0	0	0	0

Q9b. What	do you consider to be the most im	portant activities identified above? F	Vrite one letter, A-I, for each.
	1st most important activity	2nd most important activity	3rd most important activity

Q10. There are a variety of ways to establish <u>permanent funds</u> in Colorado for fish and wildlife conservation and/or outdoor recreational opportunities. Please indicate the extent to which you support each of the following sources as permanent funding for conservation and recreation. Select one answer for each statement.

	Do not Support	Slightly Support	Moderately Support	Strongly Support
Fees on users other than hunters and anglers (e.g., access fees for state wildlife areas).	0	0	0	0
Set aside a portion of the state's general fund annually.	0	0	0	0
Set aside a portion of energy extraction fees.	0	0	0	0
Set aside a portion of sales tax on outdoor equipment (e.g., hiking boots, tents, etc.).	0	0	0	0
Increase motor vehicle excise tax by one-half of one percent.	0	0	0	0
Add a surcharge to tourist visitation in Colorado (e.g., car rental or hotel stay).	0	0	0	0
Increase state sales taxes by one-eighth of one percent.	0	0	0	0
A real estate transfer tax (percentage of each real estate transaction goes into a fund).	0	0	0	0

The following background information will be used to help make general conclusions about the residents of this state. Your responses will remain completely confidential.								
Ql. Are you? O Male O Female								
Q2. What year were you born?								
Q3. How many people under 18 years of age are currently livi	ng in your household?							
Q4. Do you have any pets in your household? (Select all that a	pply.)							
Dog Cat	Other type of pet(s) No pets							
Q5. Recently, there has been increased attention to the idea that hunting can provide a good way for people to obtain antibiotic-free, organic meat from a local source. We'd like to know if this idea is at all related to your current views about hunting and participation in the activity. Please select one option for each statement below.								
	Yes No							
I have recently become more supportive of hunting than I	was in the past because of this idea.							
I have recently started hunting because of this idea.	0 0							
I do not hunt now but am interested in hunting in the future	re because of this idea.							
Q6. What is your annual household income before taxes? (Select one.) Less than \$10,000 \$10,000 to less than \$25,000 \$25,000 to less than \$50,000 \$50,000 to less than \$100,000 \$100,000 to less than \$250,000 \$250,000 or more Q7. What is the highest level of education you have completed? (Select one.)	Q8. Are you? (Select one or more categories.) White Black or African American Hispanic or Latino American Indian or Alaska Native Asian Native Hawaiian or Other Pacific Islander Other (please specify): Q9. How would you describe your current residence or community? (Select one.)							
O Less than high school O High school diploma or equivalent (e.g., GED) O 2-year associate's degree or trade school O 4-year college degree O Advanced degree beyond 4-year college degree	City with 100,000 to 249,999 people City with 100,000 to 99,999 people City with 50,000 to 99,999 people Small city with 25,000 to 49,999 people Town with 10,000 to 24,999 people Town with 5,000 to 9,999 people Small town or village with less than 5,000 people A farm or rural area							
Decision makers are often interested in gathering input from the public on a variety of fish and wildlife issues. If you are interested in providing input through secure online communication, please provide your email below (or write it on a sheet of paper and return with the survey). By doing so, you consent to participate and may or may not be contacted for future follow-up studies.	Please write in your 5-digit zip code below.							

Thank you for participating in this study. Your input is very important.



Since 1922, the Western Association of Fish and Wildlife Agencies (WAFWA) has advanced conservation in western North America. Representing 23 western states and Canadian provinces, WAFWA's reach encompasses more than 40 percent of North America, including two-thirds of the United States. Drawing on the knowledge of scientists across the West, WAFWA is recognized as the expert source for information and analysis about western wildlife. WAFWA supports sound resource management and building partnerships at all levels to conserve wildlife for the use and benefit of all citizens, now and in the future.